

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 108378  
**Alt Order #:** 06868986  
**Product Desc:** American Crossroads  
**Estimate:** 1323  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 10/29/12 / 12/06/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Crossroads Media, LLC  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** American Crossroads  
**Demographic:** A35+  
**Product Codes:** PLI1  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	75	\$170,690.00	\$145,086.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	75	\$170,690.00	\$145,086.50	0.00
<b>Totals</b>	<b>75</b>	<b>\$170,690.00</b>	<b>\$145,086.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	25%	\$170,690.00
Market	100%	\$682,760.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$170,690.00
KLVB	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$170,690.00
KTUD	1%	\$6,827.60
KVVU	19%	\$129,724.40
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$34,138.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	10/30/12	M-F 5-6a WakeUp w/Wagners	5-6a		-T-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----			1			\$1,200.00		0.00			

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	10/30/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	-T-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$1,200.00		0.00						
E 2	KSNV	10/31/12	10/31/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	--W----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$1,200.00		0.00						
E 3	KSNV	11/01/12	11/01/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	---T---	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$1,200.00		0.00						
E 4	KSNV	11/02/12	11/02/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	----F--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$1,200.00		0.00						
E 5	KSNV	11/05/12	11/05/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,200.00		0.00						
E 6	KSNV	10/31/12	10/31/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	--W----	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$2,000.00		0.00						
E 7	KSNV	11/02/12	11/02/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	----F--	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$2,000.00		0.00						
E 8	KSNV	10/31/12	10/31/12	Today Show Today Show	CM	658a-9am	--W----	:30	1	\$3,800.00	1	0.00	NM	1	\$3,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$3,800.00		0.00						
E 9	KSNV	11/02/12	11/02/12	Today Show Today Show	CM	658a-9am	----F--	:30	1	\$3,800.00	1	0.00	NM	1	\$3,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$3,800.00		0.00						
E 15	KSNV	10/30/12	10/30/12	Noon News Noon News	CM	12-1230pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$1,000.00		0.00						
E 16	KSNV	10/31/12	10/31/12	Noon News Noon News	CM	12-1230pm	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$1,000.00		0.00						
E 17	KSNV	11/01/12	11/01/12	Noon News Noon News	CM	12-1230pm	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$1,000.00		0.00						
E 18	KSNV	11/02/12	11/02/12		CM	12-1230pm	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Noon News Noon News NEWS 3 AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    ----F--          1  \$1,000.00    0.00															
E 19	KSNV	11/05/12	11/05/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS 3 AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12  11/11/12    M-----          1  \$1,000.00    0.00															
E 20	KSNV	10/30/12	10/30/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-T-----	:30	1	\$1,000.00	1	0.00	NM	0	\$0.00
NEWS 4: THE AGENDA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    -T-----          1  \$1,000.00    0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/29/12-11/04/12 The Agenda 1230pm          1230-1p            -T-----      :30(\$1,000.00) 0.00 NM Credited [Credit-Refund]															
E 21	KSNV	11/01/12	11/01/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS 4: THE AGENDA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    ---T---          1  \$1,000.00    0.00															
E 22	KSNV	11/05/12	11/05/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS 4: THE AGENDA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12  11/11/12    M-----          1  \$1,000.00    0.00															
E 26	KSNV	10/30/12	10/30/12	The Doctors The Doctors	CM	2pm-3pm	-T-----	:30	1	\$650.00	1	0.00	NM	1	\$650.00
THE DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    -T-----          1  \$650.00    0.00															
E 27	KSNV	10/31/12	10/31/12	The Doctors The Doctors	CM	2pm-3pm	--W----	:30	1	\$650.00	1	0.00	NM	1	\$650.00
THE DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    --W----          1  \$650.00    0.00															
E 28	KSNV	11/01/12	11/01/12	The Doctors The Doctors	CM	2pm-3pm	---T---	:30	1	\$650.00	1	0.00	NM	1	\$650.00
THE DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    ---T---          1  \$650.00    0.00															
E 29	KSNV	11/02/12	11/02/12	The Doctors The Doctors	CM	2pm-3pm	----F--	:30	1	\$650.00	1	0.00	NM	1	\$650.00
THE DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    ----F--          1  \$650.00    0.00															
E 30	KSNV	11/05/12	11/05/12	The Doctors The Doctors	CM	2pm-3pm	M-----	:30	1	\$650.00	1	0.00	NM	1	\$650.00
THE DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12  11/11/12    M-----          1  \$650.00    0.00															
E 31	KSNV	10/31/12	10/31/12	Dr. Phil Dr Phil	CM	3-4p	--W----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    --W----          1  \$1,200.00    0.00															
E 32	KSNV	11/02/12	11/02/12	Dr. Phil Dr Phil	CM	3-4p	----F--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00

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 Flight Dates: 10/30/12 - 11/05/12

Advertiser: American Crossroads  
 Product Desc: American Crossroads  
 Estimate: 1323

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,200.00		0.00			
E 33	KSNV	10/30/12	10/30/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm	-T-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS 3 AT 4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,800.00		0.00			
E 34	KSNV	11/01/12	11/01/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS 3 AT 4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$1,800.00		0.00			
E 35	KSNV	11/05/12	11/05/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS 3 AT 4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,800.00		0.00			
E 36	KSNV	10/31/12	10/31/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--W----	:30	1	\$3,400.00	1	0.00	NM	1	\$3,400.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$3,400.00		0.00			
E 37	KSNV	11/02/12	11/02/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	----F--	:30	1	\$3,400.00	1	0.00	NM	1	\$3,400.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$3,400.00		0.00			
E 38	KSNV	10/30/12	10/30/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	-T-----	:30	1	\$3,400.00	1	0.00	NM	0	\$0.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$3,400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/29/12-11/04/12		M-F Wheel		7-730pm	-T-----	:30		<del>(\$3,400.00)</del>		0.00	NM		
Credited [Credit-Refund]															
E 39	KSNV	10/31/12	10/31/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--W----	:30	1	\$3,400.00	1	0.00	NM	1	\$3,400.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$3,400.00		0.00			
E 40	KSNV	11/01/12	11/01/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	---T---	:30	1	\$3,400.00	1	0.00	NM	1	\$3,400.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$3,400.00		0.00			
E 41	KSNV	11/02/12	11/02/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	----F--	:30	1	\$3,400.00	1	0.00	NM	1	\$3,400.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$3,400.00		0.00			
E 42	KSNV	11/05/12	11/05/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-----	:30	1	\$3,400.00	1	0.00	NM	1	\$3,400.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$3,400.00		0.00			
E 43	KSNV	10/30/12	10/30/12	Ralston Reports FacetoFace/Ralston Report	CM	730-758pm	-T-----	:30	1	\$1,800.00	1	0.00	NM	0	\$0.00
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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 Product Desc: American Crossroads  
 Estimate: 1323  
**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 43	KSNV	10/30/12	10/30/12	Ralston Reports FacetoFace/Ralston Report	CM	730-758pm	-T-----	:30	1	\$1,800.00	1	0.00	NM	0	\$0.00
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$1,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/29/12-11/04/12		Ralston Reports		730-758pm	-T-----	:30		<del>(\$1,800.00)</del>		0.00	NM		
Credited [Credit-Refund]															
E 44	KSNV	10/31/12	10/31/12	Ralston Reports FacetoFace/Ralston Report	CM	730-758pm	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$1,800.00		0.00						
E 45	KSNV	11/01/12	11/01/12	Ralston Reports FacetoFace/Ralston Report	CM	730-758pm	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$1,800.00		0.00						
E 46	KSNV	11/02/12	11/02/12	Ralston Reports FacetoFace/Ralston Report	CM	730-758pm	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$1,800.00		0.00						
E 47	KSNV	11/05/12	11/05/12	Ralston Reports FacetoFace/Ralston Report	CM	730-758pm	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,800.00		0.00						
E 48	KSNV	10/31/12	10/31/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--W----	:30	1	\$2,800.00	1	0.00	NM	1	\$2,800.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$2,800.00		0.00						
E 49	KSNV	11/02/12	11/02/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	----F--	:30	1	\$2,800.00	1	0.00	NM	1	\$2,800.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$2,800.00		0.00						
E 50	KSNV	10/31/12	10/31/12	Late Night w/Fallon Late Night w/Fallon	CM	1236a-136am	--W----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$700.00		0.00						
E 51	KSNV	11/02/12	11/02/12	Late Night w/Fallon Late Night w/Fallon	CM	1236a-136am	----F--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$700.00		0.00						
E 52	KSNV	10/30/12	10/30/12	Last Call w/Carson Daly Last Call w/Carson Daly	CM	136-205am	-T-----	:30	1	\$350.00	1	0.00	NM	1	\$350.00
LAST CALL WITH CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$350.00		0.00						
E 53	KSNV	11/01/12	11/01/12	Last Call w/Carson Daly Last Call w/Carson Daly	CM	136-205am	---T---	:30	1	\$350.00	1	0.00	NM	1	\$350.00
LAST CALL WITH CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$350.00		0.00						
E 54	KSNV	11/05/12	11/05/12	Last Call w/Carson Daly Last Call w/Carson Daly	CM	136-205am	M-----	:30	1	\$350.00	1	0.00	NM	1	\$350.00



Order / Rev: 108378  
 Alt Order #: 06868986  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: American Crossroads  
 Product Desc: American Crossroads  
 Estimate: 1323

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 66	KSNV	11/04/12	11/04/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1		\$1,000.00		0.00							
E 67	KSNV	11/04/12	11/04/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1		\$4,000.00		0.00							
E 68	KSNV	11/04/12	11/04/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$5,000.00	1	0.00	NM	1	\$5,000.00
MEET THE PRESS- n/a 11/4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1		\$5,000.00		0.00							
E 69	KSNV	11/04/12	11/04/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1		\$1,500.00		0.00							
E 70	KSNV	11/04/12	11/04/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1		\$2,000.00		0.00							
E 71	KSNV	11/04/12	11/04/12	NFL Pre-Game / FNA NFL Pre-Game	CM	1p-530pm	-----S	:30	1	\$5,000.00	1	0.00	NM	1	\$5,000.00
FOOTBALL NIGHT IN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1		\$5,000.00		0.00							
E 72	KSNV	11/04/12	11/04/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$14,000.00	1	0.00	NM	1	\$14,000.00
SUN NT FB: N ORLEANS @ DEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1		\$14,000.00		0.00							
E 73	KSNV	11/04/12	11/04/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$24,000.00	1	0.00	NM	1	\$24,000.00
SUN NT FB: GB @ HOUSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1		\$24,000.00		0.00							
E 74	KSNV	11/04/12	11/04/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	:30	1	\$3,600.00	1	0.00	NM	1	\$3,600.00
NEWS 3 LIVE (FOLLOWING NFL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1		\$3,600.00		0.00							
E 75	KSNV	11/04/12	11/04/12	Jeopardy in PRIME Jeopardy in Prime	CM	M-SA 8-11p / SUN	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
jep															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1		\$2,400.00		0.00							
E 76	KSNV	11/04/12	11/04/12	LAW & ORDER (synd) PRIME Law & Order (synd) PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
l&o															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1		\$2,400.00		0.00							
E 77	KSNV	11/04/12	11/04/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$2,800.00	1	0.00	NM	1	\$2,800.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1		\$2,800.00		0.00							
E 78	KSNV	10/30/12	10/30/12		CM	430a-5a	-T-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Wake Up Early w/ Wagner															
Wake Up Early Wagners															
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$400.00		0.00			
E 79	KSNV	10/31/12	10/31/12	Wake Up Early w/ Wagner	CM	430a-5a	--W----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
Wake Up Early Wagners															
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$400.00		0.00			
E 80	KSNV	11/01/12	11/01/12	Wake Up Early w/ Wagner	CM	430a-5a	---T---	:30	1	\$400.00	1	0.00	NM	1	\$400.00
Wake Up Early Wagners															
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$400.00		0.00			
E 81	KSNV	11/04/12	11/04/12	Wake Up Early w/ Wagner	CM	430a-5a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
Wake Up Early Wagners															
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$400.00		0.00			
E 82	KSNV	11/05/12	11/05/12	Wake Up Early w/ Wagner	CM	430a-5a	M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
Wake Up Early Wagners															
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$400.00		0.00			
N 83	KSNV	11/01/12	11/02/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	---TF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
M-F 5-6a WakeUp w/Wagners															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--					2	\$1,200.00		0.00			
N 84	KSNV	11/01/12	11/02/12	M-F News 3 at Eleven	CM	11pm-1135pm	---TF--	:30	2	\$2,800.00	1	0.00	NM	2	\$5,600.00
M-F News 3 at Eleven															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--					2	\$2,800.00		0.00			
													Totals	75	\$170,690.00